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Minutes

Alumni Association Board of Directors

2016

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Alumni Association Board of Directors, Illinois Wesleyan University

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AABD Spring Meeting 4-8-16 Minutes, Beckman Auditorium, Ames Library

AABD President Elly Jones '91 brought the meeting to order at 8:35 am and welcomed members.

Phone in: Claudia Brogan '77, Qiana Cryer-Coupet '06, Rachel Paturi '13, and John Thiel '66

Attendees: Dirk Behrends '87, Lane Bennett '18, Dave Darling '79, Wes Dyke '02, Sonny Freeman '70, Megan Howe '05, Scott Huch '86, Elly Jones '91, Alan Leahigh '67, Evan Lowery '08, Cecilia Mendoza '13, Tom Monken '92, Ade Olayinka '11, Ed Pacchetti '91, Adriane Powell, Desiree Quizon-Colquitt '89, Jim Richter '93, Molly Rollings '99, Amy Tenhouse '97, Derrick Tillman-Kelly '09, and Ted Zook '85

Meeting Guests: Eric Jensen, Warren Kistner '83, Brenda Milcik, Jodi Rowe, Steve Seibring '81, and Laine Twanow '04

Break out Invited Guests: Dean Karla Carney-Hall, Bryce Dolan '16, Sean Garvey '17, Jill Harmon '16, Elizabeth Hassett '16, Netherland Joiner '16, Dana Jourdan '17, James Maibuecher '18, Erin McCarey '16, Claudia McGee-Morales '18, Associate Athletic Director Kim Nelson-Brown, Sam Powers '18, Eric Rydell '17, Colleen Rynne '17, Trevor Seibring '17, Tim Smith '16, Meg Stanley '17, Athletic Director Mike Wagner, and Nick Winter '18

Initial Business:

Elly announced that the AABD is proud of Van Miller '04, Director of Wesleyan Fund and his team in raising over \$500,000 and reaching over 1,900 donors during All In for Wesleyan. AABD members shared why they give back to IWU and what it is they love about IWU.

A card was shared for condolence to Jennifer Shaughnessy '98 upon the death of her grandmother.

Elly spoke about the ten year anniversary of the Council for IWU Women and how proud the Board is of the CFW.

Alumni Awards Nominations: Scott Huch '86 as committee chair thanked the committee: Claudia Brogan '77, Derrick Tillman-Kelly '09, Dave Darling '79, and Ted Zook '85. The committee shared its goal to improve the nomination process by making the nomination process easier and by gathering a much deeper pool of well qualified nominees. To achieve its goal the committee plans to: 1. Work through the AABD committees such as Greek Alumni Network, Council for IWU Women, Regional Committees, MAN, Pride and Young to bring nominees forward. 2. Coordinate award winners with celebrated reunion years at Homecoming of the same year. (Nominated BOT members and AABD members currently serving were set aside due to a rule that they not be considered.) Scott shared the nominee names that will be announced to alumni at Homecoming and moved to accept the nominees presented. Elly asked for comments from the Board and none were given. Elly called for a vote. The vote passed overwhelmingly. Scott will chair the nominating committee. AABD members interested in serving on Nominations Committee should see Elly or Scott.

Elly called for amendments or changes to the minutes. None were given. Elly moved to approve the minutes. Molly Rollings '99 seconded, and motion passed.

New Business:

ABBD Brand: Evan Lowery '08, Dirk Behrends '87, Ade Olyinka '11, and Desiree Quizon-Colquitt '89 are serving on the new AABD Awareness Committee. They want to develop a plan on how to create a brand for the AABD and communicate that brand to alumni. All the committees are doing a good job communicating to their members, but how can we tie that back to the AABD as a whole and communicate items promoted by one committee among all the committees? The committee plans to communicate about the board brand to auxiliary groups, and promote the brand on social toaster, class newsletters and titan pride. The committee plans to figure how the AABD can widen our circles for communication. The committee brought up the idea of creating a communications committee that creates, protects, and promotes the brand through all the committees. Molly asked about having a logo for the AABD. The board discussed the possibility of creating logos for all Auxiliary groups or just having one logo for the AABD alone. Dirk shared how an arching brand was promoted in business and how it can apply to the AABD. The board needs to think about how often to communicate with alumni and committees. Wes Dyke '02 encouraged the committee to go with progress over perfection and to start sharing the message. He suggested starting with adding something in the next campus weekly. He sees the communication team coming to committees and asking what communication do committees want shared with the AABD and alumni, instead of the Awareness Committee writing all the communications. Molly encouraged groups to develop their own logo using their own members. Sonny Freeman '70 and Dave Darling '79 encouraged AABD to use the Campus Weekly as its vehicle for communication. Jim Richter '93 spoke about the Board needing to develop organization within a communications committee with a calendar, editing, and oversight, which will be over and above what committee members do currently. Dirk spoke about establishing a volunteer communication committee who would work with Alumni Office and IWU Communications Office. He suggested three tiers of concentration: 1. Brand, 2. Channels, 3. Content. Promoting the brand and communications to students and involving students in the process was discussed. Rachel Paturi '13 asked, "Has anyone looked at IWU brand and the plan for that?" Dirk spoke about a possible need for brand messaging of the university as a whole being improved. Scott spoke about the need for good stewardship messaging and storytelling that tells why alumni give and give back, messaging about alumni programs, and the need for the alumni office to support the alumni within the university. Ade acknowledged that the university may need to do work on University messaging, but encouraged members to focus on developing a plan for the AABD to place all the things the AABD consistently does under one brand once the brand has been developed. Then the group will promote the AABD in conjunction with each affinity group (CFW/Alumni Association and MAN/Alumni Association and Pride/Alumni Association) would be step one. Questions posed for the committee to answer were: What do we want that message to be? What can we do now? What color do we use? What letters do we use? Molly discussed using FB pages of auxiliary groups to cross promote. Derrick Tillman-Kelly '09 wants to know how we can centrally put all the committees together on Titan Pride. Wes encouraged the team to take it and go, to help set the course and to invite AABD members to attend meetings that the committee holds. Wes thanked the four committee members. Dirk also thanked Jodi Rowe and Adriane Powell. Desire wants communication to be aligned with the President Jensen's collaborative engagement initiative and the university as a whole. Elly encouraged members to share ideas with the communication committee as we continue to improve the area of communication.

Connecting and partnering with students: Members of the AABD are involved, give back, care and provide opportunities for students. In February Elly held a focus group with students. The results showed that students want the Board to attend student events. This will promote current students participating on the AABD when they are alumni. The alumni student committee will focus on helping with that. Lane Bennett '18, Marissa Cozzi '17, and Claudia Brogan '77 will be working with students and Dean Karla Carney-Hall. Claudia spoke about wanting to help with mentoring students and with strengthening those connections with students.

Warren Kistner '83, Director IWU Career Center: He spoke regarding ways the Board can work with the Career Center and thus students. He shared how members are already helping students and gave a detailed report about the recent Career Immersion Excursion in Chicago, which was a new student/alumni program. Cathy Carswell '65 (trustee) has provided funding for five years for a student trip over spring break that provides students with industry exposure and provides networking opportunities with alumni. This year the trip focused on communications and entrepreneurial based experiences, as these are areas that do not have as many current internship opportunities compared with other areas such as accounting or nursing. 30 alumni participated directly and additional alumni attended the reception. DC has been selected as the second trip site for next year. Wes wants to know what AABD can do to help in the 30 to 60 days. Warren asked for suggestions for locations for the year 3 trip and asked for AABD members in the DC area to suggest sites to visit for the upcoming 2017 Trip. Alan Leahigh '67 asked if there are plans to record sessions so that the experience would be accessible to others back on campus. Warren said that is a great suggestion. Warren shared that following the trip several internship opportunities were offered to several of the 20 students who attended the trip. Students were self-selected. There was a mix of majors which is the goal of the program, but there were more business majors, due to the topic. A fee of \$200.00 (the same fee charged for Alternative Spring Break Experience) was charged to students, and 4 scholarships were offered. Beyond that \$200.00, all travel was covered. Due to alumni donations of space and funds, the trip came in under budget. Next year costs will be increased due to the DC location. Dave Darling '79 asked what alumni can do to support the program financially in the future. Van Miller '04 addressed questions regarding giving for special projects and the need to develop the larger University strategy for restricted vs. unrestricted giving. Dave asked about alumni offering up housing for students. Jim Richter '93 asked if there is an opportunity on the Board to develop a committee that would partner with and support Career Center events and programs. Warren stated that the greatest need of the Career Center is for alumni to tell the Career Center of opportunities in your organizations/businesses for IWU students to intern or have other career experiences. The next need would be helping out with practice interviews on campus or virtually.

Giving focusing on All In: Scott thanked the AABD for the pledges to make the All In AABD participation challenge. The AABD had 93% participation and donated \$24,000.00 for the board challenge for All In. AABD has 100% giving for the year over all. Van talked about the All In event strategy of having fewer challenges than in the past and providing greater visibility for those challenges. This year was year four, so it was a tough year. The Give Campus and Social Toaster platforms allowed each donor's message to drive the campaign in a unique way. He talked about All In being student focused with the Dean of Students office leading the charge in that area with a paint party and games on the quad. Van noted the importance of including students in All In and TAG Day, so students see why giving is important and so students are a part of giving days on campus. Scott asked about All In numbers vs. year-end numbers,

and Van explained the data still needs be entered. 1,940 donors gave for All In. \$539,882.00 was raised for All In. Van said this year two alumni families who give a gift will be counted twice as donors for one gift. Two challenges to tackle are that the Give Campus platform does not allow challenges for specific individual funds and the email that goes out is from give campus not IWU. Dirk gave kudos for the online giving platform. Dirk wants alumni to be able to create their own peer site. Meg Howe'05 is giving a challenge gift for Senior Gift. We need 5,600 donors total this year to meet our goal. Van will be leading the WF committee going forward.

Break

President Jensen 10:35: He thanked the AABD for the All In challenge grant. He spoke of his priorities:

1. Diversity – economic, racial, ethnic, geographic and curricular - In December IWU changed the policy for students at the bottom end of the scale who had a tuition gap of \$7,000 to now a gap of \$0.00. We are going to double those students from the bottom end of the scale from 8 to 16 students. That is a start at \$0 cost to IWU. IWU is having conversations with the Posse Foundation, who brings students to a university who may not know each other but are from the same geographic area, such as New Orleans, so they can support each other. The Foundation does a prescreening looking for leadership and other attributes and has had a 90% 4-year graduation rate. Partnering with Posse Foundation is being considered, but there are costs. We would give full tuition scholarships. This gives us a frame work to discuss other options as well. This has been brought before President's Council and may happen with a grant. IWU is hoping to have resolution soon. The possible 5 year grant if received would help offset costs.

2. Getting the word out about IWU to increase students - People are IWU's greatest strength so we are utilizing our people to contact potential students. Alumni are calling admitted students. Younger alumni are creating selfie videos with a goal to gather a bank of selfies that are tagged for search to match student interest. Faculty has been actively calling perspective students. Students are calling admitted students and sending notes and cards. People are really being asked to help. IWU is getting more faculty, staff, alumni and students involved in recruiting students.

3. Getting the word out that IWU is a transformative place – The President's Office is having a meeting at end of April and then at again at the end of May about creating a coalition of the willing faculty and staff that would create transformative student experiences across the entire curriculum. It will all be on a voluntary basis for faculty. The hope is to have something in the fall to rollout. President Jensen is working with venture capitalists to develop teaser plans for study program development. Ade asked President Jensen what transforming teaching have you seen? President Jensen shared examples of how technology in presentations has changed and of how peers help teach peers with professor supervision. Scott asked how the President sees alumni being fully engaged in the university apart from solely giving money. President Jensen shared that IWU will need help with getting students into meaningful experiences outside of the university. President Jensen answered other questions from AABD members sharing more ideas about recruiting lower SES students, developing transforming programs at IWU, noting ways AABD members can contribute to developing programs at IWU, and updating the AABD about Office of Diversity and Inclusion search which is ongoing. Alan suggested having an industry experience section on the AABD list for reference.

Lane Bennett '18 current Student Senate President spoke about increasing the student/alumni connection. He encouraged involving students in the planning process and finding organic, informal situations for students and alumni to discuss similar interests (such as attending a baseball game instead of a mixer and having a student/alumni council that co-plans events). Scott asked what students are working on regarding the Student Alumni Council. Lane has only talked with the executive committee and the Dean of Students. He will work on involving more students in the fall and promoting students being involved in event planning. Warren suggested small group dinners as being successful with alumni and students. Dinners can take place at the dining hall or Tommy's. Dave shared successes of past regional dinner experiences with students and alumni. Derrick wanted to know if there are any student concerns that alumni should be aware of. There were none.

Planned Giving – Steve Seibring '81 Associate Vice President of Advancement - Planned giving is giving out of income and savings. It is a transfer of wealth. Family, then friends and Boards, then financial advisers influence where wealth is transferred to. 80% of the dollars for planned giving are bequests. Named designations are another example of planned giving which are simple to set up. There are also a smaller number of life income agreements that come from trusts and annuities, which allow alumni and friends to gift assets and still receive an income from them. It is too late to appeal to folks in their 70s. IWU is trying to get folks to start thinking about planned giving earlier. He encouraged AABD members to tell friends about their planned giving to IWU. Scott encouraged IWU to have a donor wall or public recognition of giving. A cabinet member or President Jensen would be the campus contacts to share your ideas with on public recognition giving. There is a plan for a recognition wall in Nell Eckley lounge.

Break for lunch and meeting with student athletes and photos in the rotunda.

Presentation of Charters:

Admissions: Wes Dyke '02

Admissions Committee has committed to meet monthly, to call 100 students between now and May 1, to provide letters that can be mailed to perspective students before May 1, and to develop the next set of goals over the summer by August 1st. Dirk noticed a hesitation in staff to ask alumni for help. Wes will continue to advocate for the AABD to help IWU Admissions.

Parent Board: Tom Monken '92

Tom began leading this committee with an interest with legacy recruitment. Jen Shaughnessy '98 and Amy Tenhouse '97 are now working with Tom and will be working with Admissions committee. Their goals involve finding a list of Alumni to target, determining how to reach legacy potential students, stay in contact with them and get them involved. The alumni office will help coordinate different offices with Tom. Van shared that the onesie program has been established as first point of contact with legacy families. The committee discussed a potential future goal of IWU sending legacy children a key chain when they turn 16 or sending a congratulations note upon eighth grade graduation. Evan brought up compiling a list of dedicated past IWU parents who would be advocates of the university. Desiree asked about establishing Legacy scholarships. Tom has a small committee of legacy students interested in helping with the committee's efforts.

CFW: Laine Twanow '04 President Elect of CFW, subbing for current CFW President Jennifer Jones '94

Laine spoke about CFW goals. CFW meets at Homecoming and winter summit (a major connection event with students) and is considering including a retreat. Recently CFW Bylaws were updated and an onboarding document was established. After an initial agenda for the summit, CFW held a focus group with students and adjusted the summit schedule to better fit student schedules and to reflect student feedback. They are working on having the diversity of membership on the council reflect the diversity of students on campus in the areas of majors/current professional involvement, racial and ethnic diversity. They want to get 50% of members back on campus for an event. They want to increase evaluation beyond the summit event. They want to make sure that 100% of council members are participating in some way. They want to ensure that there is an above 90% giving participation. They plan on using one-on-one calls to get more clear commitment of participation. Dirk complimented the CFW and commented about the confusion about the invitation only aspect of the council. Laine and Molly spoke to that and appreciated the constructive feedback.

MAN: Cecilia Mendoza '13 and Qiana Cryer Coupet '06 - the Network

They will be working on numbers for charter goals in the near future. Their goal is to increase participation and evaluation. They are trying new things and plan to make changes to their mentoring programs. They had 41 alumni and student mentoring participants. They are looking to increase new student and alumni mentoring relationships. Malana graduation is in Turfler room Saturday, and MAN will measure alumni participation for the first time at this event. Another MAN goal is looking at communication in general and social media engagement. They want to increase the number of students and alumni that participate in the annual picnic August 1st. They want to work with the AABD to align their goals with those of the AABD. Derrick Tillman Kelly '09 commented that students are currently participating in MAN, but they want to actively increase the number of students involved in events and committees. Dave and Ade, Scott, and Evan commented about suggestions and successes. Van asked about the Office of Diversity and Inclusion vacancy and how the MAN committee can help with that. Current committee members are helping with IWU college fairs and college visits.

Class Newsletters: Wes Dyke '02

Tim Brophy '84 added 8 Newsletter Editors to the committee. He is looking for further help from the alumni office. The group is having a July phone meeting of at least 6 members and an October in person meeting. He wants to segment their customers, meaning that he wants to understand how different classes want to use this platform uniquely and how classes are grouped in different ways.

PRIDE: Jim Richter '93, Rachel Paturi '13, and Derrick Tillman-Kelly '09

Derrick noted that the committee is pausing, restructuring leadership and committees, and initiating a needs assessment. He noted that different Pride alumni respond to the group in different ways based on how the group was received while on campus. He noted that this changes how to engage pride alumni and how records of pride alumni have been kept. They are now trying to establish who is in the Pride community and what are their wants and needs. Then the committee can build a new platform going forward in the next 3-4 months. Rachel is developing a new web presence for Pride. The Pride Giving Circle Scholarship is currently active, and the goal is to move to 2 scholarships. Then they want to work on student alumni interactions with web presence and define what it means to be Pride alumni.

The website intends to be an informal, organic mentorship program. Derrick sees the alumni office as helping get surveys to those who identify with LGBTQ as well as figuring out who else may want to be involved. Molly wanted to know if there is a way to survey all alumni to see who wants to be involved in all committees. Jim said that the questions pride is asking can become AABD questions of utilization, purpose, and resource availability that we could tackle as a group. Notes regarding charter: TBD is a student to be added to the charter. Ed Pacchetti '91 should be added to Pride charter. Rachel Paturi's class year should be changed to 13.

Regions: Wes Dyke '02

Wes noted that they are doing very well. Regions goals are to make sure we have vibrant activities in the regions going on and to increase attendance in events. Their goal is to now set specific targets for alumni attendance. Scott noted that in the past they discovered that there is a direct, strong correlation between regional event attendance and giving. Scott wants to then link the attendance to giving.

Wesleyan Fund: Van Miller '04

Wes pointed out the need for a specific Wesleyan Fund Committee that is actively focused on promoting the Wesleyan Fund within the other existing committees on the board. Van noted how the board has grown in its support of the Wesleyan Fund. Van talked about a light bulb moment at a meeting three years ago that got the board to be strategic in addressing giving. Van wants to partner with the rest of the board and to establish some measurable goals. Other goals include developing recognition stewardship events and seeing the board as both a fundraising arm as well as a stewardship arm. How are we reinforcing this expectation of all alumni giving of their time talent and treasure? Van talked about the social media public forums where the alumni are inspiring other alumni to give. Van appreciated the board challenge that was featured in a Pantagraph article. Van discussed the goal of 100% board participation. Van wants to work on tracking that goal. Van wants to work on finding more ways to have the board be an arm of support for the Wesleyan Fund. At the break out session Wes encouraged the team to set a phone meeting date.

Young: Meg Howe '05

Major goal is cross board communication. Our focus is getting young alumni involved in the events already taking place. Tim Henry '13 joined the committee. They have goal of increasing YA donors by 25% and retain 50% of current YA donors. They need current donor numbers from alumni office. They want to recognize first time donors, so the committee sent 200 cards to young alumni donors. They hope this will help with donor retention. They want to increase YA attendance at non homecoming events and increase YA at homecoming registration from 350 to 385. They want to increase visibility of campus happenings to young alumni. Using communication and social media they want to use one venue per month and one meaningful post per week by delegating that task out to the committee as a test pilot until the end of this year.

Greek: Wes Dyke '02

Rich Marvel '98 has resigned as chair. The executive committee is working to find a replacement and is looking to encourage women to participate in the group. Megan Howe '05, Elly Jones '91, Marianne Wolf Astrauskas '76, and Cecilia Mendoza '13 are sorority women on the board. Sonny Freeman '70 has names of local, active, IWU sorority women alumni leaders and Elly can give the committee CFW sorority women members to draw from. Wes proposed that they hold on ratifying the GAN charter.

Scott Huch '86 moved to ratify the charters with exception of Greek Alumni Network. Sonny Freeman '70 seconded. The charters were ratified by the board.

Working Sessions were held until 3:30.

Wrap up session was held following the Working Sessions. The 2016 – 2017 Nominating Committee was announced to be:

Scott Huch '86, Chair

David Darling '79

Dirk Behrends '87

Desiree Quizon-Colquitt '89

Amy Tenhouse '97

The Meeting was adjourned at 4:00 p.m.